

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Boss et. al. Confirmation No: 3429  
Serial No. : 10/726,186 Examiner: Duran, Arthur D.  
Filed : December 1, 2003 Group Art Unit: 3622  
Title : SYSTEM AND METHOD FOR MANAGING THE DISPLAY OF  
UNSOLICITED INSTANT WEB ADVERTISEMENTS

**AMENDMENT UNDER 37 C.F.R. §1.111**

United States Patent and Trademark Office  
Customer Service Window  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

This amendment is in response to the Office Action mailed February 26, 2010, setting a three-month statutory period for response. Therefore, this amendment is timely filed. Please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 12 of this paper.